



the free

WEBSITE LAUNCH KIT

CHECKLIST & WORKBOOK

INCLUDES A PRE-LAUNCH PLAN WORKBOOK
& COMPREHENSIVE LAUNCH CHECKLIST

PRE-LAUNCH GUIDE

STEP ONE | PREPARE

DATE _____

DAYS UNTIL LAUNCH _____

There's so much that goes into a website launch, so let's make sure you've thought everything through to ensure a smooth launch day :)

01. ANALYZE YOUR PREVIOUS WEBSITE (IF APPLICABLE)

If you're redesigning your website, regardless of diy or designer, it's important to understand your reasons for the changes or upgrade. Take an hour or two to fine-tooth comb through your previous site and take note of missing or outdated features, cluttered design, confusing or uninteresting copy, objectives not being met, etc, and jot them below.

WHAT IS THE PURPOSE OF THE REDESIGN OR OVERHAUL?

WHAT OBJECTIVES AREN'T BEING ADDRESSED WITH MY EXISTING SITE?

HOW WILL THE NEW DESIGN SERVE MY BUSINESS?

ARE THERE ANY DESIGN OR STRUCTURE FLAWS WITHIN MY EXISTING SITE? WHAT CAN BE CHANGED?

02. ESTABLISH YOUR WEBSITE GOALS AND OBJECTIVES

Whether you're redesigning or conjuring up a totally new site, understanding your website goals and objectives is paramount to designing a site that sufficiently meets your business needs. What is your main objective? Do you need to display your work and book clients? List products and make sales? Introduce yourself and promote or embed your other platforms or media? List all of your website goals and objectives below. Note: If you're redesigning an existing site, make sure to take note of your current website stats for post-launch comparison— there's a place to do so on page 5!

03. DECIDE ON A HOSTING PLATFORM

Once you've established your website needs, it's time to decide on your ideal platform. Personally, I recommend Squarespace to all of my website clients. Whether you're a service based business, online store, online personality, etc., Squarespace has all of the features available in order to address your business's unique needs, all while allowing for creative freedom and being extremely user-friendly.

WITH A SQUARESPACE MEMBERSHIP, YOU RECEIVE
A 30-DAY FREE TRIAL ON ANY NEW SITE. HOWEVER, YOU'RE ABLE TO
RECEIVE A 6 MONTH FREE TRIAL WHEN YOU INVEST IN ONE OF
MY CREATIVELY AND STRATEGICALLY DESIGNED
SQUARESPACE TEMPLATES!

SIGN UP FOR
SQUARESPACE

BROWSE SQUARESPACE
TEMPLATES

04. TIME TO DELEGATE

Now's the time to make a project management checklist for your new site! What content needs to be written? What pages need to be designed? Write a master list of all the things you need for your website and deadlines for when they should be completed, if there are any. Then, delegate each task to either yourself or a third-party. If you're hiring out for any part of your website design, you'll want to lay out a comprehensive plan for what each team or person is responsible for. Everyone's list will be slightly different, but if you're planning on tackling the entire site yourself, I have written a comprehensive master checklist to help ensure you don't miss a thing! You can access the Master Website Planning List in the complete version of the Website Launch Kit, available [here](#)!

TASK	PARTY RESPONSIBLE	DEADLINE
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____

For those of you tackling your website all on your own, I suggest breaking each major task down into bite-sized bits in able to make them more digestible. For example, breaking "write copy" down into "write home page copy", "write about bio section copy", etc., and assigning them each a deadline can help keep you on track and motivated to complete your tasks.

MAJOR TASK 1	DEADLINE	MAJOR TASK 4	DEADLINE
A. _____	_____	A. _____	_____
B. _____	_____	B. _____	_____
C. _____	_____	C. _____	_____
D. _____	_____	D. _____	_____
MAJOR TASK 2	DEADLINE	MAJOR TASK 5	DEADLINE
A. _____	_____	A. _____	_____
B. _____	_____	B. _____	_____
C. _____	_____	C. _____	_____
D. _____	_____	D. _____	_____
MAJOR TASK 3	DEADLINE	MAJOR TASK 6	DEADLINE
A. _____	_____	A. _____	_____
B. _____	_____	B. _____	_____
C. _____	_____	C. _____	_____
D. _____	_____	D. _____	_____

05. GAME TIME

Now it's time to put pen to paper and initiate your master plan! Make sure to hire any professionals in advance, as designers and creatives are often booked out at least a few weeks! I suggest hiring a website designer (I'd love to work with you!) or purchasing a website template (mine are great ;)) first, then tackling the rest, so any copywriters or photographers are able to see what content needs to be created and where it's going to be utilized. If you're tackling your entire website project yourself, you're able to access a comprehensive Website Planning Guide, including tips on how to design an attention-grabbing home page, how to ensure page-to-page cohesion, a guide to help you write captivating copy, SEO tips, and more, all within the complete version of the Website Launch Kit, available [here](#)!

PRE-LAUNCH CHECKLIST

FINAL STEP | PROOFREAD & FINE-TUNE

DATE _____

DAYS UNTIL LAUNCH _____

At last! Your long nights and hard work have paid off and it's finally time to launch! But first, let's make sure you've crossed all of your t's to ensure the smoothest launch possible!

☐ PROOFREAD EVERYTHING

- ☐ All copy has been proofread for spelling and grammar
- ☐ Business contact details are accurate throughout entire site
- ☐ All filler copy such as 'lorem ipsum' has been erased and replaced
- ☐ All premium content such as workbooks, guides, freebies, etc. have been proofread.
- ☐ Blog posts and/or product descriptions have been proofread
- ☐ All copy sounds cohesive with your brand voice

☐ IMAGE CHECK

- ☐ All placeholder images and/or stock photos have been replaced and all image licensing belongs to you
- ☐ All images are high quality and properly edited
- ☐ All images feel cohesive and properly placed

☐ SITE STYLES ARE COHESIVE

- ☐ Paragraphs, headers, lists, and other formatting is correct
- ☐ Brand colors are cohesive and properly utilized throughout site
- ☐ Button & link styles/hover styles are all implemented properly

☐ USER EXPERIENCE CHECK

- ☐ All website pages are compatible across various browsers and devices
- ☐ Images, videos, and audio files are all properly formatted and working on all devices
- ☐ All premium content and/or digital products are uploaded & properly downloadable
- ☐ All internal links and buttons are routed to the proper locations
- ☐ Social media links are all connected/routed to the proper accounts
- ☐ All form submissions are set to be sent to the proper email accounts
- ☐ Header logo is routed to the home page
- ☐ Petition 3 friends you trust or past clients to run through your website and supply feedback

☐ 'FORGETTABLE' PAGES CHECK

- ☐ Coming soon page has been designed and is set as the home page until launch
- ☐ Thank you page has been designed and all forms are properly routed
- ☐ Error 404 page has been designed
- ☐ All legal pages (privacy policy & terms of service) have been designed and linked
- ☐ Social landing page has been designed for social profile bio's

☐ SEO HAS BEEN IMPLEMENTED

- ☐ Every page has the proper title
- ☐ Every page has the proper URL slug (including product and blog pages)
- ☐ Every page has the proper meta description
- ☐ Each page has a specific purpose and has been optimized around a keyword or a set of keywords
- ☐ All images include image alt text and file names optimized around a single keyword or a set of keywords
- ☐ For more SEO tips and checkpoints, check out the complete version of the Website Launch Kit, available [here!](#)

PRE-LAUNCH PROMOTION

EXTRAS | GET 'EM HYPE

DATE _____

DAYS UNTIL LAUNCH _____

NO. 1

YOUR IDEAS:

Create an 'Early Bird' Benefit for Newsletter Sign-Up

For example: Give exclusive early access to your site, gift a promo code for a product/service, a chance to win a service or product, etc. Provide them with a 'benefit' for signing up to your newsletter pre-launch.

NO. 2

YOUR IDEAS:

Design a 'Coming Soon' Page Pre-Launch

Set a 'coming soon' page as your home page pre-launch. Add a launch date, a newsletter sign-up, and a mention of newsletter sign-up benefits. The idea is to grow your newsletter subscriptions so future launches are increasingly successful.

NO. 3

YOUR IDEAS:

Social Countdown

Create social stories and posts to generate excitement by posting countdowns, sneak peeks, and info-graphics about your new site. I suggest posting sneak peeks and info-graphics every other day the month leading up to your launch, and a countdown post everyday 10 days leading up to your launch.

GET MORE IDEAS & STRATEGIES IN THE COMPLETE VERSION OF THE WEBSITE LAUNCH KIT!

TAKE A PEEK →

POST-LAUNCH CHECKLIST

TESTING | CHECKIN' IT TWICE

DATE _____

DAYS POST LAUNCH _____

Congratulations on finally launching your site! I hope the planning guide and the pre-launch checklist contributed to a simple and straightforward launch. Now that your site is live, there's a few tasks you can do to ensure your site remains fully optimized, user-friendly, and keeps growing.

INTRODUCTORY BLOG POST

Write a blog post welcoming users to your new site! Mention new features, the reason for the redesign (if applicable), and give users an inside look at the design process. Explain what went into the design, how long it took, and of course, how proud and excited you are to finally launch!

NOTIFICATION NEWSLETTER

Send out an email to all existing newsletter subscribers— to those who signed up from your previous site (if applicable), and/or those who subscribed from your coming soon page. Let them know your site is live, and mention any launch promotions or deals you have in place!

USER EXPERIENCE RE-CHECK

All website pages are compatible across various browsers and devices

Images, videos, and audio files are all properly formatted and working on all devices

All premium content and/or digital products are uploaded & properly downloadable

All internal links and buttons are routed to the proper locations

Social media links are all connected/routed to the proper accounts

All form submissions are set to be sent to the proper email accounts

Header logo is routed to the home page

GATHER FEEDBACK

Reach out to social media followers and ask for feedback. Ask about site functionality, features, and aesthetics. How user-friendly is the site? Are the pages and layouts clear and easy to navigate? Thank them for their time, and maybe offer them an exclusive promotion as a thank you!

POST-LAUNCH ENHANCEMENT LIST

Take your notes from your user experience re-check & your social media user feedback and write a list of any enhancements you'd like to make to your new site in the near or distant future. There's always room for improvement!

01. _____	06. _____
02. _____	07. _____
03. _____	08. _____
04. _____	09. _____
05. _____	10. _____

GATHER ANALYTICS & COMPARE TO OLD SITE (IF APPLICABLE)

After your site has been live for 1-2 months, take inventory of your site analytics. If you have old site analytics, compare them and see how much your hard work has paid off! Come up with 90-day analytics goals you'd like to achieve, and continue comparing in the future. Note: Always take note of your site and social page(s) analytics before and after a launch, as well! Seeing how each launch performs and effects your analytics will help you learn what content your audience wants to see and will, in-turn, improve your engagement and growth!

OLD SITE

Website page views:

Users:

Bounce rate:

Avg. session:

Email Subscribers:

Other:

NEW SITE

Website page views:

Users:

Bounce rate:

Avg. session:

Email Subscribers:

Other:

GOALS

Website page views:

Users:

Bounce rate:

Avg. session:

Email Subscribers:

Other:

THE COMPREHENSIVE

WEBSITE LAUNCH KIT

fillable & printable PDF

Comprehensive Website Launch Planner & Guide

+ VOICE DISCOVERY

I help you find your brand voice to ensure cohesion across your website, social platforms, and launch content.

+ TRACK

Curate your launch goals and track your pre-launch vs. post-launch analytics.

+ PROMOTION STRATEGIES

Over 10 ideas to help get your audience excited for your website launch and keep you motivated.

+ EMAIL MARKETING

Email sequence ideas and examples for your website launch process, pre & post-launch.

+ TIMELINE

Breakdown and examples of launch timelines & detailed planners and calendars to organize your launch plan and to-do lists.

+ BASIC SEO GUIDE

A complete SEO guide and checklist to ensure your website is totally search-ready.

+ CHECKLISTS

Detailed checklists for both pre and post-launch to ensure no stone is left unturned.



Customizable Launch Templates

+ TEMPLATES

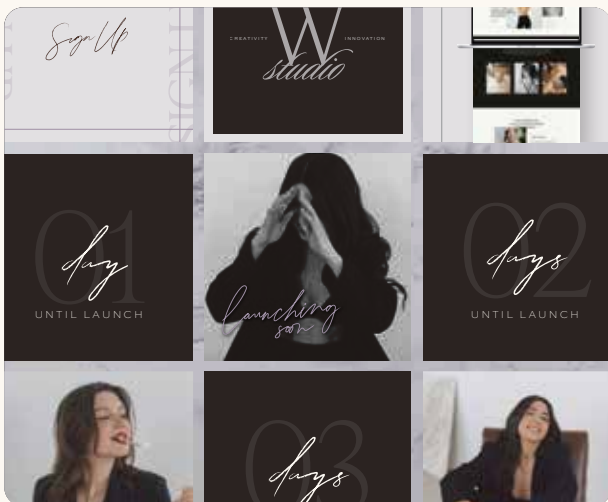
10 customizable Canva design templates to help create a stylish countdown, share a quote or testimonial, make an announcement, share a sneak peek, etc.

+ GRAPHICS

10 graphics, including gorgeous curated textures, & hand-lettered phrases that can be edited to your color palette.

+ MOCKUPS

Includes premium page, ipad, and laptop mockups to display your new site in style.



GET THE COMPREHENSIVE
WEBSITE LAUNCH KIT!